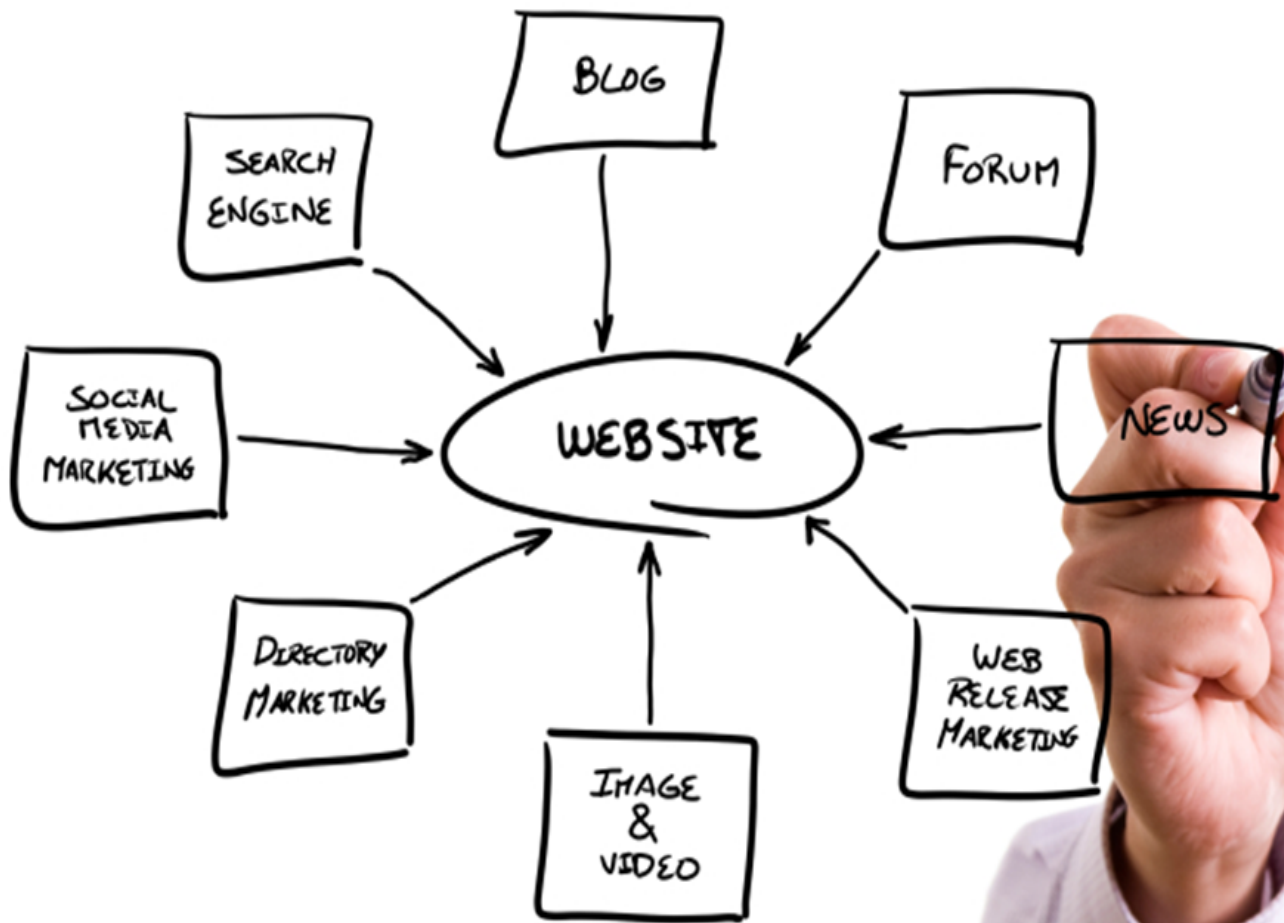
RAHASIA KERJA SEARCH ENGINE

http://ramakertamukti.wordpress.com

BLOG
SEARCH ENGINE
FORUM
SOCIAL MEDIA MARKETING
WEBSITE
NEWS
DIRECTORY MARKETING
IMAGE & VIDEO
WEB RELEASE MARKETING

- Banyak pemilik web yang bertanya: “mengapa webnya tidak muncul di search engine” atau “mengapa dengan keyword tertentu situs webnya tidak muncul di hasil pencarian”.

Pada dasarnya ada tiga peranti lunak yang menjadi jantung mesin pencari. Yakni:

1. Spider.

Spider hanya tertarik pada teks dan tautan serta URL. begitu menemukan tautan, maka ia akan menemukan halaman web lain. Begitu seterusnya. Jadi, rahasianya adalah segitiga: **teks, tautan, URL**.

SEO:Explained
infographic by nerdyface.com
sitemap
have a sitemap page up on your website. keep an xml copy of the sitemap on your server and submit it to search engines.
robots.txt
edit the robots.txt file make sure you disallow all folders with irrelevant content like images and file sharing folders
web crawlers
/images
Search queries
keywords
start your SEO process with proper keyword research. make sure these keywords are descriptive and relevant to your website.
your website
HTML
make sure to include keywords in the HTML code
external site
links
links on other websites with similar content can improve your rank with search engines. networking is always a good tool to success.
URLs
use better sturctured URLs
website.com/product_category/product_name.html
website.com/353za.html
<meta>
use proper meta descriptions in all pages
<title>
use relevant and unique titles for each page
<h1>
use relevant and structured headings throughout the website
<img>
make use of the alt description for images
external link
rel=”nofollow”
use rel=”nofollow” in anchor tags when linking to a website that is irrelevant to yours, this would stop web bots from using that website to collect meta data
404
oopsie! page does not exist
have a page to handle 404 errors, lost content and broken links can affect your rank dramatically.
maintain 301 forwarders for pages that were indexed before when you change the name or location.

2. Index.

Piranti lunak Index menangkap halaman web apapun yang dilempar oleh Spider. Tentu ini juga metafora. Sesungguhnya, piranti lunak Index ini mengelola lautan teks, tautan dan URL dengan algoritma (formula matematika rumit yang mengindeks kata, pasangan kata, dan seterusnya).

1
Initial Analysis
2
Keyword Research
and Analysis
10
SERP Report
3
Competitor Analysis
SEARCH
ENGINE
OPTIMIZATION
PROCESS
9
Link Popularity
4
Sitemap+
RSS feed Inclusion
8
Articles Submission
5
Search Engine +
Directory Submission
7
Blogs+
Press Release
Creation
6
Social Book
Marking

SEO Success Pyramid

by Matt McGee
SmallBusinessSEM.com

BUZZ / WORD-OF-MOUTH

COMMUNITY

TRUST

Trust from users and search engines is imperative for long-term success.

SOCIAL/LOCAL FINDABILITY

Engage with your customers on local & social sites.

REPUTATION MANAGEMENT

What others are saying about you matters. A lot.

CRAWLABILITY

Search engines can't rank pages that they can't crawl.

CONTENT

Users want it. Search engines need it. Search marketing success demands it.

LINKS

Links tell search engines how popular your content is. Anchor text is key.

DESIGN/USABILITY

Providing a great user experience should be part of your marketing plan.

KEYWORD RESEARCH

You need to know and use the terms searchers use.

ANALYTICS

Without analytics, how will you know what's working and what's not?

TOOLS

The right tools can give you an advantage over your competitors.

COMMITMENT

Your team must be fully engaged and devoted to executing your plan.

PLANNING

What are your goals? What's needed to reach them? How will you determine success?

PRODUCT/SERVICE

Great search marketing won't hide the fact that you have a lousy product or service.

EDUCATION

Access to current, intelligent information is a must in this ever-changing industry.

PATIENCE

Search marketing is a long-term process. Overnight success is extremely rare.

3. Query.

kotak kecil di mana kita mengetikkan kata yang ingin kita cari.

OneStat, mengungkapkan bahwa pengguna Internet lebih banyak menggunakan dua kata ketika mencari sesuatu di mesin pencari.

Detail statistiknya sebagai berikut:

- Satu kata: 15,2%
- Dua kata: 31,9%
- Tiga kata: 27%
- Empat kata: 14,8%
- Sembilan kata: 0,2%

Lima kata: 6,5%

Enam kata: 2,7%

Tujuh kata: 1,1%

Delapan kata: 0,5%

Sepuluh kata: 0,1%

Mendaftarkan website ke search engine

Pendaftaran website ke search engine adalah sebuah langkah agar website kita di-index dalam database search engine besar dunia sehingga bisa ditampilkan pada hasil pencarian melalui mesin search engine.

Dalam melakukan pendaftaran atau listing, ada beberapa search engine utama yang perlu kita jadikan acuan:

Google: http://www.google.com/addurl.html

Yahoo: http://search.yahoo.com/info/submit.html

MSN: http://beta.search.msn.com/docs/submit.aspx

Dmoz: http://www.dmoz.org/add.html

Google: Tambahkan URL Anda - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Facebook | ramakertamukti (ramakertamukti) di Twitter | Google: Tambahkan URL Anda

www.google.co.id/add_url.html

add url to google

Google **Tambahkan URL Anda**

Awal

Semua Tentang Google

Beriklanlah di tempat kami

» **Tambahkan URL Anda**

Hapus Isi

Tambahkan Link Google

Tambah/Update URL Anda

Kami menambah dan memperbaharui situs untuk index kami setiap kali kami menjaring, dan kami mengundang Anda untuk mengirimkan URL Anda di sini. Kami tidak menambahkan semua URL yang dikirimkan ke index kami, dan kami tidak bisa memperkirakan atau menjamin kapan atau apakah mereka akan muncul.

Mohon kirimkan URL lengkap Anda, termasuk awalan http://. Sebagai conoth: http://www.google.com/. Anda juga boleh menambahkan tanggapan atau kata kunci yang menerangkan isi dari halaman Anda. Ini digunakan hanya untuk informasi kami dan tidak mempengaruhi bagaimana halaman Anda di-index atau digunakan oleh Google.

Catatan: Hanya halaman tingkat-atas dari sebuah host yang dibutuhkan; Anda tidak perlu mengirimkan masing-masing halaman. Jaring kami, Googlebot, akan mampu menemukan sisanya. Penting: Google melakukan pembaharuan terhadap indexnya secara teratur, jadi pengiriman link baru atau lama tidakah dibutuhkan. Link mati akan hilang dari index kami pada penjaringan berikutnya ketika kami melakukan pembaharuan terhadap keseluruhan index.

URL:

Tanggapan:

Tambah URL

Hapus Isi dari Index Google

Google memperbaharui seluruh index secara otomatis secara teratur. Saat kami menjaring web, kami menemukan halaman baru, kami membuang link-link mati, dan kami memperbaharui link secara otomatis. Link yang outdate akan hilnag dari index selama penjaringan berikutnya.

Jika Anda ingin informasi lebih mengenai cara menghilangkan isi tertentu dari index Google, silahkan klik di sini.

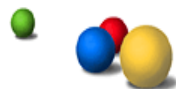
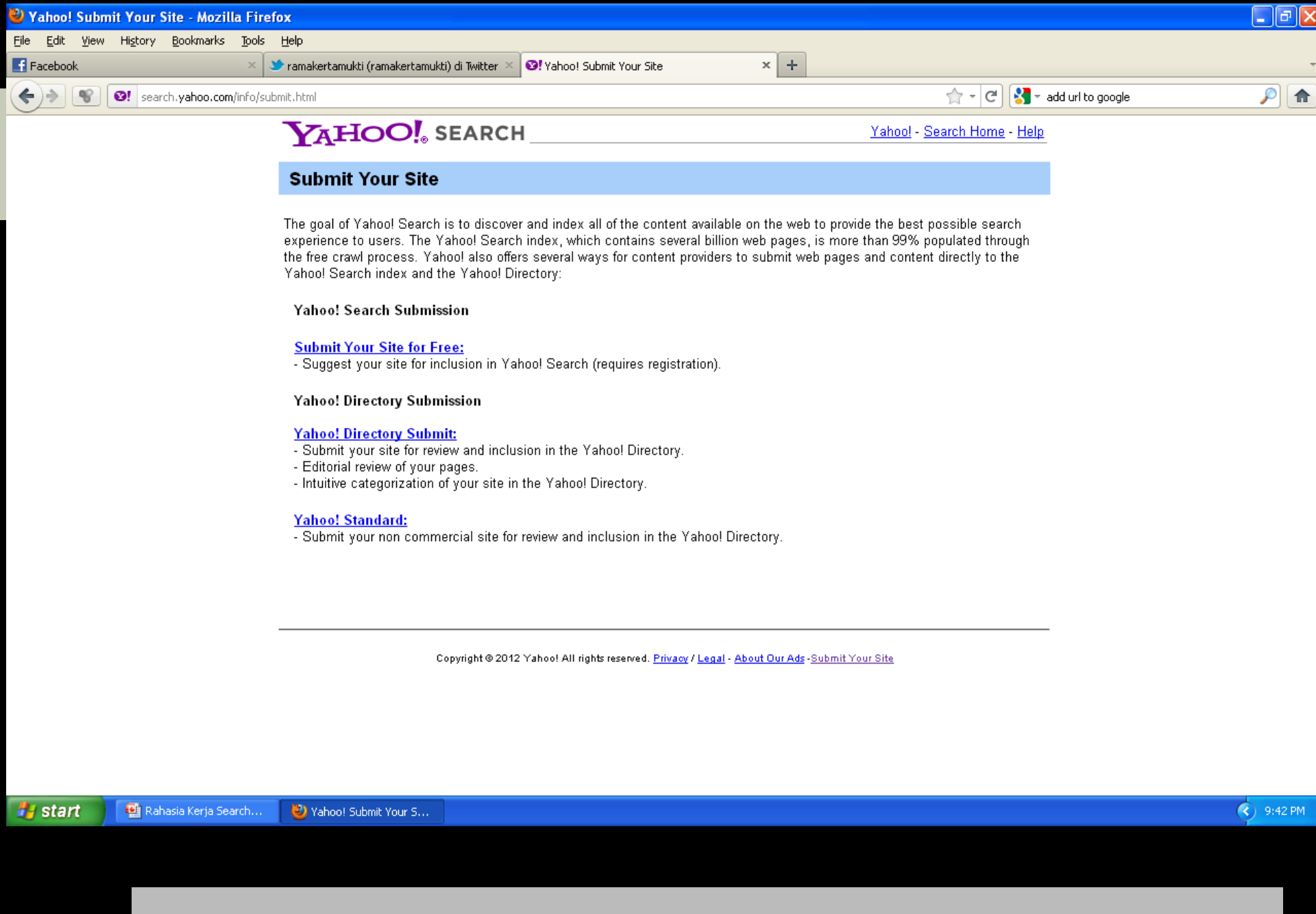
9:41 PM

Yahoo! Submit Your Site - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Facebook | ramakertamukti (ramakertamukti) di Twitter | Yahoo! Submit Your Site

search.yahoo.com/info/submit.html

add url to google

YAHOO! SEARCH

Yahoo! - Search Home - Help

Submit Your Site

The goal of Yahoo! Search is to discover and index all of the content available on the web to provide the best possible search experience to users. The Yahoo! Search index, which contains several billion web pages, is more than 99% populated through the free crawl process. Yahoo! also offers several ways for content providers to submit web pages and content directly to the Yahoo! Search index and the Yahoo! Directory:

Yahoo! Search Submission

Submit Your Site for Free:
- Suggest your site for inclusion in Yahoo! Search (requires registration).

Yahoo! Directory Submission

Yahoo! Directory Submit:
- Submit your site for review and inclusion in the Yahoo! Directory.
- Editorial review of your pages.
- Intuitive categorization of your site in the Yahoo! Directory.

Yahoo! Standard:
- Submit your non commercial site for review and inclusion in the Yahoo! Directory.

- Bisa juga pada web directory untuk kegiatan bisnis:
  - http://www.addme.com
  - http://www.addpro.com

Search Engine Submission Optimization Free Website URL Promotion & SEO Tools - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Facebook
ramakertamukti (ramakertamukti) di Twitter
Search Engine Submission Optimization Fr...
www.addme.com
add url to google
Add ME .com
A Trellian Company
STEP ONE:
The first step in promoting your online business is to accept credit cards from your customers. Click here, and fill out the application at Charge.com, and return to AddMe! to continue.
SEO Tools
Promotional Resources
Webmaster Resources
About
Blog
Search
Submission
Meta Tag Generator
Keyword Density
Broken Link Check
Link Popularity
Search Engine Submission
Addme provides a variety of powerful search engine submission services.
Our submission services submit your URL to a wide variety of search engines. Free search engines submission service submits your site URL to 20 search engines, the submission taking less than a minute. Don't waste your time going to every single search engine; our search submission service will help promote your site for you.
Free Search Engine Submission
You have a great web site, but no one knows it even exists? You have come to the right place.
Our free submit service submits your URL's to the top 20 search engines and directory. Start driving traffic to your website today with Addme's search engine submission programs.
http://
Submit
Search Engine Optimization Services
Are you looking for a full service, search engine optimization company (including organic optimization, inbound link building, social media marketing, Google AdWords management, monthly analytics, etc.)? Team up with one of the worlds most recognised search marketing firms click on the button below to request more information.
Market Place
Keyword Research
FREE TRIAL
$25
Advertise Here
Do you know how many visitors viewed your website yesterday?
GoStats
EARN MORE
BUY YOUR .CO
It's where big ideas belong.
.CO
Industry Events
start
Rahasia Kerja Search...
Search Engine Submis...
9:45 PM

Web directory Indonesia

- http://www.indocenter.com/reg.php

INDOCENTER ::: The Indonesian Portal / Search Engine! - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Facebook
ramakertamukti (ramakertamukti) di Twitter
INDOCENTER ::: The Indonesian Portal / ...
www.indocenter.com/reg.php
add url to google
indocenter
ONLINE NOW !!
Online Sekarang Juga
Home | Links | Submit URL | FAQ | Disclaimer | E-card | Jobs | Suggestion
Search for
Search
Thursday, Mar 29, 2012
Add a URL
Please enter your name and your e-mail address correctly. Your name and your e-mail address will be added to our database. And our server will automatically send you a confirmation e-mail to your e-mail address. Please notice that this database is only for sites and homepages which are related to Indonesia. Do not submit sites or homepages which are not related to Indonesia. INDOCENTER reserves the right to choose which URLs appear in the directory.
INDOCENTER
Registration Code
18121
* Type here the registration code above
Title
* max 255 of char
URL
http://www.
* max 255 of char
Contact Person
indocenter admin
Email address
indocenter@rad.net.id
Keywords
* max 255 of char
Category
Miscellaneous
Description
Secure Code
→ retype that here
start
Rahasia Kerja Search...
INDOCENTER ::: The ...
9:45 PM

Untuk mendapatkan posisi yang tertinggi di Search Engine

- Membuat title, metatags, and description yang sesuai dengan bentuk kegiatan kita
- Membuat isi website yang kaya akan kata kunci sesuai dengan kegiatan kita
- Membuat back link sebanyak-banyaknya dari website lain yang sejenis

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infographic by nerdyface.com
sitemap
have a sitemap page up on your website. keep an xml copy of the sitemap on your server and submit it to search engines.
robots.txt
edit the robots.txt file make sure you disallow all folders with irrelevant content like images and file sharing folders
web crawlers
/images
Search queries
keywords
start your SEO process with proper keyword research. make sure these keywords are descriptive and relevant to your website.
your website
external site
links
links on other websites with similar content can improve your rank with search engines. networking is always a good tool to success.
HTML
make sure to include keywords in the HTML code
URLs
use better sturctured URLs
website.com/product_category/product_name.html
website.com/353za.html
<meta>
use proper meta descriptions in all pages
<title>
use relevant and unique titles for each page
<h1>
use relevant and structured headings throughout the website
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oopsie! page does not exist
have a page to handle 404 errors, lost content and broken links can affect your rank dramatically.
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- Ada sebuah layanan gratis dari http://www.submitexpress.com/ di mana anda tinggal memasukkan alamat URL website/blog anda dan kemudian mesin dia yang akan menjalankan sendiri pendaftaran ke search enginenya.

Search Engine Marketing & SEO Services, Placement Firm - Mozilla Firefox
www.submitexpress.com
SUBMIT express
1-877-737-3083
(Outside USA) 818-567-3030
HOME
SEO
SERVICES
FREE TOOLS
FORUM
NEWS
ABOUT US
CONTACT US
MARKETING SERVICES
SEARCH ENGINE OPTIMIZATION (SEO)
Our Search Engine Optimization service encompasses consultation, keyword research, copywriting, website redevelopment, creating incoming links, submitting to search engines and finally, reporting on optimization results. Submit Express is dedicated to the high standard of SEO that major search engines demand. We offer SEO services with guaranteed top results based on your keywords. See testimonials from our satisfied clients. Search Engine Optimization Service details.
Request Quote
SEARCH ENGINE SUBMISSION
Submit your website to hundreds of search engines, directories and links pages. Our trained staff will review your website and provide you with recommendations to improve it for better search engine rankings. Details.
Starts at $29.95
PPC SEARCH ENGINE ADVERTISING
We offer Pay Per Click (PPC) search engine placement and management in major engines such as Google, Bing and Yahoo. Let us install tracking tools to measure your success.
Request Quote
iCLIMBER SOCIAL MEDIA MARKETING
iClimber is a brand of Submit Express, Inc., the leading force since 1998 in the search engine marketing (SEM) industry. iClimber provides customized social media marketing and content writing services to maximize Internet presence for its clients.
More Details
REPUTATION MANAGEMENT
Reputation Management (aka Negative Suppression Service) helps companies eliminate or reduce the damage caused by negative Internet postings. We offer reputation management services, as well as Ripoff Report Removal Service and Yelp Negative Review Repair.
Request Quote
FREE WEBMASTER TOOLS
FREE SUBMISSION
Free Submission to 70+ Search Engines.
META TAGS ANALYZER
Check your keyword density, receive ranking advice, check webpage load time.
LINK POPULARITY CHECK
Check the number of links to your site.
SITEMAP SUBMISSION
Submit your XML sitemap to major Search Engine.
KEYWORD SUGGESTION TOOL
Find additional keywords for your website.
KEYWORD TRAFFIC ESTIMATOR
See the estimated traffic for keywords.
SEO DICTIONARY
See definitions for key industry words.
META TAGS GENERATOR
Generate Meta Tags for better rankings.
PAGERANK CHECKER
Multi data center PR checker. (Sponsored Link)
PAGE SNOOPER
HTML Source Code Viewer. See how search engines will see your site.
BROKEN LINK CHECKER
Check for broken links on a webpage.
LINK COUNTER
Check for number of links present on a webpage.
RECIPROCAL LINK CHECKER

Ujian UTS : Cyber Public Relations

- Buatlah analisa efek Cyber PR Ini:

Sebanyak 170 jurnalis di seluruh dunia, termasuk Indonesia, diundang ke Malaysia dalam rangka pembukaan Festival Bunga 2007, yang merupakan bagian dari acara Visit Malaysia 2007. Harapannya, tentu saja media yang diundang menulis yang baik-baik mengenai Malaysia agar kunjungan wisata ke negeri itu meningkat.

- - Salah satu yang berangkat ke sana Nila Tanzil, mewakili SCTV. Ia adalah host dari acara Melancong Yuk.
- - Wanita cantik ini kecewa karena layanan Malaysia dianggap buruk. Ia tidak bisa memotret dan merekam objek yang ia kehendaki. Minta izin merekam pun dipingpong ke sana kemari.

- - Sepulang dari Malaysia, ia menuliskan kekesalan pribadinya di blog. Isinya: Ia mengakui keindahan Malaysia, namun sekaligus mengeluhkan pemerintah Malaysia ndak becus mengelola acara itu.
- - Tulisan itu kemudian diposting juga di blog Maverick, tempat ia bekerja sebagai konsultan humas.

- - Karena blog Maverick yang berbahasa Inggris itu cukup terkenal di kalangan media, maka menyebarlah ke blogger Malaysia, dan kemudian entah bagaimana caranya tulisan negatif terbaca oleh Menteri Pariwisata Malaysia Tunku Adnan .

- - Tersinggung dengan keluhan itu, sang Menteri pun mengeluarkan statemen: semua blogger itu penipu, dan 80 persen di antaranya adalah perempuan yang tak bekerja alias penganggur.
- - Celakanya statemen negatif (mencela, menghina, merendahkan para blogger dan wanita) itu dimuat di media cetak (berbahasa Cina).

- Analisa dampak apa yang lebih besar darii masalah ini??